

MAY 23, 2014



Regional Economic Development Council of the Southern Tier

Veteran Plan: 2014

Regional Economic Development Council of the Southern Tier Veteran Plan: 2014

Governor Cuomo announced the introduction of the new **Veteran** initiative to the Regional Council CFA Round IV competition, and the Regional Economic Development Council of the Southern Tier is committed to adopting a plan in support of this initiative. A Southern Tier's **Veteran** Work Group was formed to provide recommendations to the REDC on formulation of the region's plan. The work group was charged with assessing the current situation, identifying opportunities and recommending to the Regional Council strategic objectives and an action plan.

SITUATION ANALYSIS

Following is a profile of the veterans residing in the Southern Tier. The detailed demographic data is provided in Appendix A.

Number of veterans living in the Southern Tier based on US Census Bureau's 2012 American Community Survey.

- 50,042 – all ages
- 9.6% of the Civilian population 18 years and over
- 26,157 - 18-64 years of age
- 6.2% of the Civilian population 18 to 64 years – “Working Age”

Number of active duty military personnel in the ST: 322 (rough and almost unreliable estimate due to huge margins of error).

Number of veteran-owned businesses in the ST: 4,600 + according to US Census's 2007 Economic Census.

Number of unemployed veterans living in the ST according to US Census Bureau's 2012 American Community Survey: 1,771 among the Civilian population 18 to 64 years (rough estimate due to high margins of error).

Unemployment rate among veterans living in the ST according to US Census Bureau's 2012 American Community Survey:

- 9.2% among Civilian population 18 to 64 years (rough estimate due to high margins of error)
- 7.4 % for non-veterans

OVERALL GOAL

The Regional Economic Development Council of the Southern Tier supports Governor Cuomo's Veteran Initiative to support veteran led business development, encourage CFA applicants to include Veterans in their workforce goals, and promote the hiring of veterans by regional businesses.

STRATEGIC OBJECTIVES

Strategic Objective #1. Support Veteran led business development.

Action Item #1.A. Encourage submission of business development projects at the CFA workshops scheduled throughout the region.

Action Item #1. B. Focus on veterans who are interested in starting businesses, and utilize the entrepreneurial assistance programs at Cornell University and entrepreneurship programs at the community colleges.

Action Item #1. C. Seek out opportunities for interregional collaboration such as the Veteran entrepreneurial program at the Institute at Syracuse University.

Action Item #1.D. Collaborate with veteran support organizations and services, together with the NYS Department of Labor, to develop a comprehensive list of programs and resources.

Action Item #1.E. Leverage existing programs and services such as the successful Cornell University Hotel School boot camp for disabled veterans, one of only seven across the country, and the Small Business Development Center.

Strategic Objective #2. Encourage other potential CFA applicants to include workforce goals related to Veteran's employment.

Action Item #1.A. Encourage CFA applications to include workforce goals related to Veteran employment in their proposed projects.

Strategic Objective #3. Promote the benefits of hiring veterans and programs available to regional employers.

Action Item #3.A. Action Item #1.F. Undertake efforts to raise awareness and promote existing veteran, OJT and apprenticeship programs among employers; i.e., promote existing programs to regional employers such as "Experience Counts."

Action Item #3.B. Utilize the LWIB's and Chambers of Commerce as vehicles to inform employers of the benefits of hiring Veterans; i.e., job fairs and presentations.

Action Item #3.C. Provide Southern Tier Region demand occupation information to agencies and organizations that have interface with veterans.

Action Item #3.D. Recommend to NYS that making an investment in a Veteran's Campaign similar to I Love NY that is targeted at both veteran and employer audiences would be effective; as opposed to offering tax incentives to employers.

Action Item #3.E. An effective tool to motivate businesses to hire veterans is "on the job training." Recommend to NYS that an increase in OJT funding available for veterans would be effective in persuading businesses to hire "well qualified veteran employees."

Appendix A.

Veteran Status in the Southern Tier

Veteran Status by Employment Status for The Civilian Population 18 To 64 Years

	Broome County (West Central)--Greater Binghamton City & Greater Johnson City Village PUMA, New York		Broome (Outer West) & Tioga Counties PUMA, New York		Chenango, Delaware & Broome (East) Counties PUMA; New York		Tompkins County PUMA, New York		Chemung (South) & Steuben (East) Counties--Greater Elmira & Greater Corning Cities PUMA, New York		Steuben (North & West), Schuyler & Chemung (North) Counties PUMA; New York	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Total:	83,418	+/-1,929	65,761	+/-2,069	65,353	+/-1,156	74,554	+/-693	64,045	+/-1,879	63,164	+/-1,876
Veteran:	4,178	+/-1,009	4,735	+/-946	3,778	+/-715	2,502	+/-949	5,099	+/-853	5,865	+/-893
In labor force:	3,186	+/-944	3,737	+/-774	2,829	+/-678	2,137	+/-896	3,408	+/-680	3,958	+/-621
Employed	2,656	+/-781	3,280	+/-705	2,572	+/-650	2,050	+/-891	3,305	+/-653	3,621	+/-614
Unemployed	530	+/-525	457	+/-260	257	+/-193	87	+/-114	103	+/-98	337	+/-190
Not in labor force	992	+/-439	998	+/-394	949	+/-351	365	+/-193	1,691	+/-645	1,907	+/-570
Nonveteran:	79,240	+/-2,132	61,026	+/-2,174	61,575	+/-1,075	72,052	+/-1,203	58,946	+/-1,903	57,299	+/-1,861
In labor force:	55,906	+/-2,743	49,219	+/-2,450	42,942	+/-1,697	43,507	+/-3,219	43,356	+/-1,761	42,724	+/-1,901
Employed	50,559	+/-2,857	45,524	+/-2,396	40,020	+/-1,848	40,975	+/-3,033	40,845	+/-1,910	39,229	+/-1,736
Unemployed	5,347	+/-1,000	3,695	+/-814	2,922	+/-882	2,532	+/-660	2,511	+/-760	3,495	+/-728
Not in labor force	23,334	+/-2,421	11,807	+/-1,505	18,633	+/-1,463	28,545	+/-2,956	15,590	+/-1,827	14,575	+/-1,371

Source: U.S. Census Bureau, 2012 American Community Survey